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Travel in Alabama: The Economic Impact

James W. Adams

EDITOR'S NOTE: The following article is reprinted with permission of the author from *Travel in Alabama, 1984*, a publication of the Alabama Bureau of Tourism and Travel, Montgomery, Alabama. Dr. Adams, of the Department of Marketing and Transportation, Auburn University, was assisted by Connie R. Edwards in preparing the full report.

An approximation of the annual total traveler volume for the state is, no doubt, the most elusive statistic for travel research. However, this measure is essential if estimates of some of the salient aspects of the overall economic impact upon the state's economy are to be made. Therefore, an estimate of the total traveler volume, leading to an estimate of the total traveler expenditure, is a significant enhancement of the usefulness of this study. (NOTE: The methodology is presented in full as an appendix in the original publication.)

The Aggregate Travel Flow

How large was Alabama's travel population in 1984? The total traveler population in Alabama was estimated to be more than 68 million. This was a total traveler population about 8.6 percent larger than in 1983. Given the average travel party sizes for all travelers, resident travelers, and non-resident travelers, this traveler population represents over 22 million travel parties of which some 9.5 million were from outside Alabama. This is an increase of 5.6 percent in out-of-state parties traveling to Alabama in 1984.

A ranking of the top ten states in terms of proportion of the total travel estimated for 1984 is presented in Table 1. As in previous years, they are mostly located in the South or regions bordering the South, with Alabama the major source of travel party trips. The continued dominance of Louisiana, Florida, and Texas as principal sources of Alabama's travelers is also seen in this ranking.

The Aggregate Travel Expenditure and Its Economic Impact

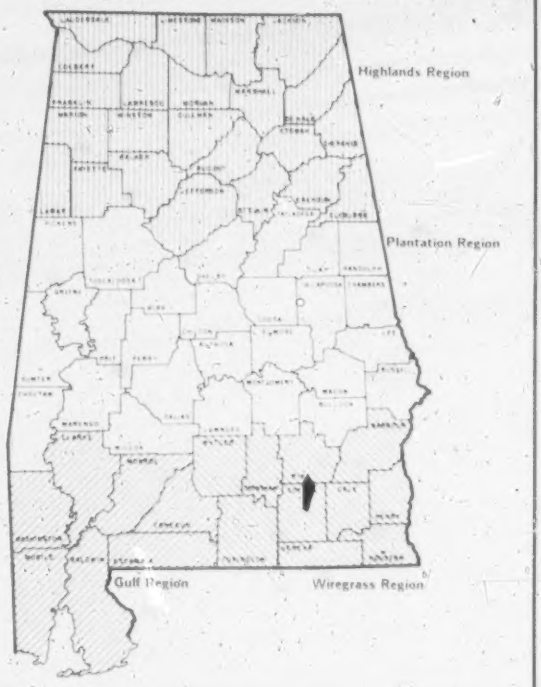
How much did travelers spend in Alabama in 1984? The 22 million party-trips by travelers in Alabama produced an estimated $3.3 billion for the Alabama economy in 1984. In per capita terms, travelers in Alabama spent over $825 for every resident in the state. Thus, travel revenues produced in 1984 increased by 14.7 percent over 1983. In addition to the nearly 12 percent increase in party trips in 1984, expenditure per party increased from $145 to $149, thus pushing the state's travel revenues up by this appreciable percentage. A generally upward trend in both traveler flow and spending has continued over the past seven years. This development offers ample indication that the travel industry has continued a viable and dynamic sector of the Alabama economy even during periods adversely affected by rising fuel costs and a poor economic climate.

Table 1
Top Ten States in Percentage of Party Trips Originated

States	Percent 1983	1984
Alabama	55.1	57.5
Florida	6.1	6.0
Louisiana	6.7	5.5
Texas	5.0	4.1
Georgia	3.0	2.9
Tennessee	2.8	2.3
Mississippi	2.2	2.1
California*	—	1.4
Ohio	1.3	1.3
Illinois	1.5	1.3

*Not among top ten states in 1983

Figure 1
Regions for Travel Revenue Estimates



It should be recognized, however, that the effect of this travel-industry contribution to the state's income is of far greater proportions than a mere $3.3 billion of direct spending. The direct injection into a region of a spending increment from any source produces repercussions that vastly exceed the stimulus of the initial outlay. Rather, it tends to set in motion an expansionary process which exerts a multiplier effect. Spending by travelers goes into the hands of local business establishments who pay their workers and their suppliers, who in turn engage in further spending. This spending typically continues through successive cycles, ultimately resulting in a volume of expenditure several times the initial amount of direct spending, thus creating a "multiplier" effect. Multiplier values commonly fall between 2.0 and 5.0.[1]

To be more specific regarding the multiplier value applicable to a particular type of spending injected into a particular geographic area requires more comprehensive analysis and precise measurement of the area's broader economic base than a study of the travel sector alone will provide. However, given this range of applicable multiplier values, we may meaningfully conclude that the multiplier effect of over $3.3 billion of direct spending by travelers in the state of Alabama in 1984 will ultimately generate up to $16 billion of expenditure / income for the Alabama economy.

(Continued on Page 8)

GENERAL BUSINESS INDICATORS FOR ALABAMA

Type of Activity	Annual		1984										1985		
	1983	1984	Mar	Apr	May	June	July	Aug.	Sept	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.
INDUSTRIAL															
Bituminous coal production[1] (1,000 net tons)	23,071	28,068	2,518	2,211	2,327	2,377	2,056	2,590	2,418	2,517	2,238	2,201	1,916	1,931	2,288
Natural gas production (1,000,000 cu. ft.)	126,576	137,180	10,750	11,386	11,920	9,984	10,667	11,898	11,371	11,742	12,156	13,079	12,825	11,617	12,608
Cotton consumption (1,000 lbs.)	360,820	338,597	29,964	27,531	30,038	26,733	23,408	29,670	28,420	30,981	26,510	25,200	25,162	25,680	30,114
Crude oil and condensate production[2] (1,000 barrels)	18,708	19,807	1,590	1,533	1,673	1,583	1,752	1,680	1,673	1,662	1,696	1,763	1,761	1,634	1,862
Electric energy consumption, industrial purposes (1,000,000 kwh)	21,020	24,250	1,919	1,983	2,005	2,104	2,039	2,146	2,135	2,097	2,063	1,971	1,912	1,960	1,892
Pulp, paper, and paperboard production (1,000 net tons)	6,166	6,514	580	571	525	561	534	559	540	571	520	496	533	509	578
CONSTRUCTION															
Building contracts awarded, new and alterations combined[3] ($1,000)	2,763,700	3,030,000	243,100	175,200	570,200	231,400	210,600	383,400	202,200	230,000	235,000	168,700	215,200	243,700	234,700
Residential	1,286,500	1,226,800	125,600	104,600	116,100	114,100	105,900	163,200	96,800	84,200	90,300	51,200	87,200	83,900	106,900
Nonresidential	1,025,800	930,000	66,500	48,500	93,000	71,300	60,700	137,900	43,900	88,100	84,200	89,500	90,300	133,100	35,000
Public works and utilities	451,300	873,400	51,000	22,100	361,200	46,400	43,900	84,200	59,300	57,800	60,500	28,000	37,500	26,900	92,800
Cement consumption (1,000 net tons)	1,086	1,197	108	100	112	117	102	110	105	105	100	83	64	70	111
FINANCE															
Savings in savings and loan associations[4] ($1,000,000)	5,263	5,887	5,389	5,387	5,416	5,492	5,544	5,606	5,681	5,740	5,805	5,887	5,961	6,013	6,119
Tax collections ($1,000)															
Total	2,288,165	2,637,841	264,652	234,338	246,438	198,192	195,871	215,569	241,633	225,955	217,523	188,995	234,054	208,140	263,264
Franchise	52,214	64,476	28,642	5,879	1,275	2,504	8,422	2,315	6,357	4,799	2,537	292	743	1,415	31,254
Gasoline (excl. aviation)	199,587	207,095	15,305	17,523	17,585	17,564	17,504	17,752	18,217	16,284	17,697	16,942	17,148	16,883	14,472
Income	815,838	1,009,832	130,393	82,889	130,465	61,367	42,840	90,776	92,998	48,127	88,819	76,705	65,174	99,678	113,517
Motor fuels	45,027	50,278	3,448	3,899	4,703	3,735	3,580	5,287	3,166	4,583	5,374	4,679	3,572	4,033	3,943
Oil gas privilege	89,645	70,183	5,475	5,164	5,571	5,438	5,605	9,662	5,294	5,319	4,829	6,159	5,629	5,747	7,786
Oil gas production	17,290	17,331	1,442	1,384	1,480	1,437	1,478	1,322	1,409	1,413	1,287	1,649	1,504	1,537	2,173
Sales	609,132	704,299	50,142	55,808	56,985	58,145	57,514	56,957	58,767	81,495	58,477	52,785	74,362	50,419	55,423
2.2% Gross receipts	46,185	54,765	9	13,448	210	1	13,723		15	13,638	66		13,643		1
TVA electric	31,290	36,734	2,867	2,867	2,867	2,867	2,867	2,867	6,895		3,451	3,451	3,451	3,451	3,451
Tobacco	68,915	70,022	5,418	5,734	6,072	6,211	5,980	6,516	6,380	5,990	5,939	5,313	6,299	5,573	5,567
Use	66,519	75,723	1,045	15,351	2,019	604	16,868	1,310	1,419	18,146	1,389	531	18,440	842	846
Utility	152,287	151,261	13,171	11,714	9,654	11,225	12,587	14,277	12,234	10,527	11,889	13,322	16,356	42,754	14,381
PRICES															
Consumer Price Index, U.S.[5] (1967 = 100)															
All items	298.4	311.1	307.3	308.8	309.7	310.7	311.7	313.0	314.5	315.3	315.3	315.5	316.1	317.4	318.8
Food	291.7	302.9	302.2	302.3	301.4	302.0	303.2	304.8	304.2	304.4	304.1	305.1	307.3	309.5	309.7
Housing	323.1	336.5	331.5	333.2	334.6	336.2	338.1	339.5	341.4	341.2	340.9	341.2	342.0	343.6	344.7
Fuel and utilities	370.3	387.3	380.1	380.9	385.5	390.0	393.9	395.5	397.0	392.4	387.5	386.0	387.2	386.5	388.2
Apparel and upkeep	196.5	200.2	198.8	199.2	198.9	197.4	196.6	200.1	204.2	205.7	205.2	203.2	199.8	201.8	205.3
Transportation	298.4	311.7	306.9	309.6	312.2	313.1	312.9	312.9	313.7	315.5	316.1	315.8	314.7	314.3	316.7
Medical care	357.3	379.5	374.5	375.7	376.8	378.0	380.3	381.9	383.1	385.5	387.5	388.5	391.1	393.8	396.5
Energy	419.3	423.6	418.1	421.3	426.1	428.5	428.3	427.3	429.0	426.7	421.8	418.9	414.5	411.4	416.6
Producer Price Index, U.S.[5] (1967 = 100)															
All commodities	303.1	310.3	311.0	311.3	311.5	311.3	311.9	310.7	309.3	309.4	310.3	309.8	309.8	309.2	308.7
Industrial commodities	315.7	322.6	321.9	322.6	323.2	323.6	323.9	323.3	322.2	323.4	323.8	323.0	323.2	322.5	322.6
Index of prices received by Alabama farmers (1977 = 100)	121.3	127.9	138.0	138.0	134.0	127.0	129.0	121.0	122.0	115.0	119.0	114.0	117.0	117.0	119.0
Purchasing power of the dollar, U.S. (1967 = $1.000) As measured by															
Consumer prices	335	321	325	324	323	322	321	319	318	317	317	317	316	315	314
Wholesale prices	330	322	322	321	321	321	321	322	323	323	322	323	323	323	324
LABOR FORCE AND EMPLOYMENT															
Civilian labor force (1,000 workers)	1,758.0	1,794.0	1,766.2	1,790.3	1,804.8	1,821.5	1,815.0	1,807.5	1,808.3	1,816.4	1,801.5	1,797.5	1,794.7	1,796.2	1,797.6
Unemployment	240.0	200.0	203.6	191.5	188.8	200.6	211.6	196.0	197.9	190.8	192.3	208.0	203.7	196.9	193.1
Unemployment rate	13.7	11.1	11.5	10.7	10.5	11.0	11.7	10.8	10.9	10.5	10.7	11.6	11.4	11.0	10.7
Employment	1,518.0	1,594.0	1,562.6	1,598.8	1,616.0	1,620.9	1,603.4	1,611.5	1,610.4	1,625.6	1,609.2	1,589.5	1,591.0	1,599.3	1,604.5
Nonagricultural	1,328.8	1,383.6	1,362.1	1,379.7	1,385.8	1,403.1	1,391.6	1,396.3	1,390.8	1,398.0	1,400.4	1,394.5	1,383.0	1,384.5	1,382.4
Manufacturing	340.9	358.5	355.9	361.4	363.1	367.2	358.8	364.6	358.3	360.5	358.8	349.0	352.1	352.6	344.2
Durable goods	159.2	173.5	170.9	173.4	174.6	177.1	175.7	176.7	176.0	175.5	175.2	173.6	172.8	173.8	173.6
Lumber and wood products	27.9	29.7	29.2	29.4	29.8	30.4	30.6	30.8	30.4	30.1	29.5	29.4	28.8	28.9	29.1
Stone, clay, glass products	8.7	8.8	8.8	9.0	9.0	9.0	9.0	9.1	8.8	8.7	8.7	8.2	8.8	8.4	9.0
Primary metals	24.8	26.4	26.4	26.6	26.9	27.0	26.5	26.9	26.5	26.2	25.6	26.3	26.4	26.2	26.1
Blast furn. and steel works	5.7	7.4	7.7	7.7	7.8	7.9	7.7	7.6	7.2	7.2	7.0	7.3	7.3	7.3	7.6
Iron and steel foundries	10.5	10.1	10.0	10.1	10.2	10.0	9.8	10.0	10.2	10.1	10.2	10.5	10.6	10.6	10.3
Fabricated metals	23.6	23.0	22.7	22.9	23.0	23.1	23.2	23.4	23.3	23.2	23.3	23.2	23.3	23.5	23.3
Machinery (excl. electrical)	18.1	17.7	17.4	17.6	17.7	18.0	18.0	17.9	18.1	17.8	18.0	18.0	18.2	18.4	18.5
Electrical, electronic equip.	21.5	23.2	22.6	22.9	23.1	23.5	23.3	23.3	23.5	23.5	23.5	23.6	22.9	23.1	22.7
Transportation	21.7	25.3	24.2	25.0	25.2	25.9	25.8	26.0	26.2	26.6	25.9	25.7	25.5	26.0	25.8
Other durable goods	17.7	19.5	19.6	20.0	19.9	20.2	19.3	19.3	19.2	19.4	19.7	19.2	18.9	19.0	19.1
Nondurable goods	181.7	184.9	185.0	188.0	188.5	190.1	183.1	187.9	182.3	185.0	183.6	175.4	179.3	178.8	170.6
Food	27.0	28.0	27.1	27.5	27.8	28.2	28.3	28.4	28.4	28.8	29.0	28.2	28.5	28.6	28.7
Textile mill products	39.1	39.3	40.6	40.8	40.7	40.2	38.5	39.8	37.7	37.8	37.5	36.9	36.6	35.9	35.3
Apparel	54.9	55.0	55.5	57.3	57.6	58.3	52.6	56.3	53.3	55.5	54.2	47.2	50.7	51.2	43.7
Paper and allied products	21.5	21.3	21.0	21.2	21.2	21.7	21.7	21.5	21.2	21.1	21.2	21.1	21.4	21.2	21.3
Printing and publishing	10.6	11.3	11.1	11.3	11.3	11.4	11.3	11.3	11.2	11.4	11.3	11.4	11.6	11.7	11.7
Chemicals and allied products	11.8	11.9	11.9	11.9	12.0	12.0	12.0	12.0	12.0	12.0	11.9	11.9	12.0	11.9	11.8
Rubber products	14.8	16.0	15.6	15.8	16.7	16.1	16.3	16.3	16.3	16.2	16.3	16.5	16.3	16.3	16.0
Other nondurable goods	2.2	2.2	2.2	2.2	2.2	2.2	2.2	2.3	2.2	2.2	2.2	2.2	2.2	2.0	2.1
Nonmanufacturing	987.9	1,025.1	1,006.2	1,018.3	1,022.7	1,035.9	1,032.8	1,031.7	1,032.5	1,037.5	1,041.8	1,045.5	1,030.9	1,031.9	1,038.2
Mining and quarrying	13.7	14.4	13.9	14.2	14.3	14.6	14.6	14.7	14.8	14.2	14.6	14.7	14.7	15.0	14.9
Bituminous coal mining	10.3	9.9	9.6	9.9	9.9	9.9	10.0	10.0	10.1	9.6	10.0	10.3	10.3	10.5	10.5
Contract construction	59.8	64.5	61.2	62.8	64.2	66.8	67.4	67.4	67.9	66.2	65.2	66.6	63.7	62.3	65.7
Trans., comm., and utilities	69.7	72.1	71.0	71.5	72.3	73.4	72.7	73.2	72.5	72.7	72.5	72.4	71.4	71.4	72.0
Trade	273.3	290.3	279.9	285.4	287.7	291.3	292.1	295.2	296.3	296.2	299.9	303.5	292.5	289.7	290.6
Wholesale	70.1	73.6	71.8	72.8	73.1	74.3	74.8	74.8	74.7	74.7	75.0	74.9	74.1	73.6	73.9
Retail	203.1	216.7	208.1	212.6	214.6	217.0	217.3	220.4	221.6	221.5	224.9	228.6	218.4	216.1	216.7
Finance, insurance, real estate	59.9	62.6	61.5	61.9	62.2	63.0	63.5	63.4	63.2	63.2	63.5	63.8	63.8	63.9	64.3
Service and miscellaneous	218.9	227.5	225.5	228.6	228.3	229.6	228.6	228.6	228.9	229.8	228.6	228.7	228.6	230.0	230.8
Government	292.7	293.8	293.2	293.9	293.7	297.2	293.9	289.2	288.9	295.2	297.3	295.8	296.2	299.6	299.9
Federal	65.3	64.8	63.5	64.0	64.1	64.5	64.8	65.1	65.0	65.0	65.4	65.5	65.5	65.7	66.1
State and local	227.3	229.1	229.7	229.9	229.6	232.7	229.1	224.1	223.9	230.2	231.9	230.3	230.7	233.9	233.8

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1984										1985		
	1983	1984	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
LABOR FORCE AND EMPLOYMENT—CONT															
Other employment activity															
State Employment Service *(number)*															
Job applications	207,309	212,083	16,084	14,672	17,512	18,528	20,564	20,649	16,081	21,966	18,684	13,391	21,285	16,261	18,276
Nonagricultural placements	91,100	97,761	6,477	7,082	7,314	9,582	14,871	14,203	7,719	7,844	6,543	4,876	5,229	4,821	6,204
Unemployment compensation															
Initial benefit claims *(number)*	428,181	435,832	28,150	24,214	25,009	23,457	50,560	37,376	29,346	36,116	35,891	41,032	74,659	34,635	32,416
Payments *($1,000)*	191,868	172,593	15,566	11,949	13,048	12,192	13,536	15,564	12,258	13,716	14,253	16,158	21,274	16,520	15,977
County data *(civilian labor force and unemployment rate)*															
Autauga	15,590	15,670	15,410	15,650	15,740	15,790	15,620	15,640	15,780	15,800	16,070	15,920	15,919	15,880	15,910
	14.2	9.6	9.8	9.4	8.9	8.9	8.8	8.4	9.3	8.6	10.9	10.5	10.1	9.5	9.1
Baldwin	34,220	35,530	34,800	35,000	34,840	35,460	35,830	35,400	37,450	35,440	35,630	37,380	35,550	35,830	37,120
	12.1	10.9	11.5	9.7	8.6	8.9	10.0	9.3	14.8	8.9	9.7	14.7	9.9	10.1	12.8
Barbour	11,990	12,220	11,920	12,150	12,410	12,380	12,300	12,320	12,480	12,740	12,340	12,200	11,950	11,950	12,450
	13.1	10.5	9.2	9.1	9.0	9.6	10.3	9.7	10.9	12.7	10.7	12.4	13.2	12.3	16.2
Bibb	5,960	5,240	6,130	6,320	6,270	6,370	6,320	6,380	6,310	6,250	6,300	6,210	6,210	6,190	6,180
	19.5	16.6	17.8	17.2	16.1	14.5	14.5	16.7	14.3	13.0	15.6	19.9	19.9	16.6	12.9
Blount	16,860	16,760	17,740	16,710	16,610	16,710	16,990	16,450	16,520	16,640	16,690	16,990	17,070	16,620	16,570
	15.0	11.0	17.1	10.5	9.4	9.2	11.1	8.6	9.1	9.5	10.4	11.8	12.3	9.6	8.6
Bullock	4,600	4,520	4,220	4,360	4,500	4,580	4,560	4,670	4,730	4,980	4,730	4,500	4,330	4,350	4,310
	17.2	14.5	12.4	11.3	11.1	14.8	17.1	16.9	14.4	16.0	14.8	17.6	16.8	15.4	13.3
Butler	9,790	9,800	9,630	9,770	9,810	9,880	9,920	9,870	10,000	10,190	9,710	9,650	9,560	9,560	9,660
	17.4	13.8	14.1	12.7	12.7	14.0	15.1	14.4	13.1	13.4	13.2	13.1	13.1	13.9	16.1
Calhoun	46,220	47,500	46,560	47,070	47,360	47,830	48,570	48,190	47,840	48,210	48,110	48,020	47,960	48,150	47,830
	13.1	11.3	11.4	10.1	10.0	10.6	13.7	11.7	10.5	11.2	11.5	11.2	11.4	11.7	10.9
Chambers	16,750	16,500	16,560	16,880	16,940	16,890	16,870	16,570	16,380	16,200	15,930	15,960	16,050	16,340	16,240
	9.8	9.3	8.6	8.9	10.5	10.9	11.6	9.7	9.0	8.9	8.3	8.4	9.2	11.6	11.4
Cherokee	11,500	11,670	11,400	11,800	11,930	11,130	11,580	12,090	12,320	12,290	11,620	11,080	11,000	11,090	11,010
	15.2	14.0	18.6	10.7	10.9	18.7	18.1	8.7	8.3	16.1	15.6	15.8	16.7	16.6	17.1
Chilton	15,530	16,180	16,510	16,200	16,510	16,290	16,020	16,070	15,950	16,030	15,980	15,520	16,840	15,780	16,730
	13.1	11.3	10.6	10.8	10.5	11.2	11.8	11.7	10.9	11.3	13.1	12.8	14.4	13.3	12.2
Choctaw	5,510	5,790	5,620	5,750	6,000	5,790	5,810	5,730	6,050	5,850	5,820	5,930	5,780	5,870	6,060
	15.1	16.3	14.6	12.8	13.8	14.1	18.4	14.4	22.4	18.6	15.1	22.9	16.0	16.2	23.2
Clarke	10,750	10,630	10,630	10,540	10,640	10,690	10,880	10,600	10,810	10,400	10,540	10,650	10,420	10,560	10,370
	16.2	14.3	12.8	12.2	12.7	12.9	15.0	13.1	19.8	12.9	14.0	18.7	11.9	12.8	16.5
Clay	7,360	7,580	7,450	7,590	7,760	7,600	7,560	7,740	7,740	7,670	7,610	7,580	7,530	7,360	7,600
	14.0	10.9	10.7	10.1	10.8	11.7	12.0	11.7	10.5	8.6	9.7	12.8	10.0	10.8	13.9
Cleburne	5,160	5,250	5,240	5,180	5,220	5,270	5,490	5,170	5,240	5,310	5,320	5,310	5,340	5,360	5,440
	12.5	10.2	10.2	8.6	8.6	10.5	14.2	10.0	8.1	8.2	11.7	12.0	11.6	12.7	15.4
Coffee	19,830	20,210	19,920	20,020	20,470	20,510	20,450	20,350	20,410	20,900	20,250	19,990	19,730	19,930	20,140
	10.9	8.4	9.1	7.7	8.2	8.2	8.7	7.9	8.2	8.2	8.1	8.3	7.7	7.8	8.2
Colbert	23,700	23,920	23,660	24,190	24,080	24,430	24,200	24,120	24,080	23,810	23,920	23,880	23,760	24,250	23,940
	18.7	16.4	17.2	17.2	16.1	16.2	16.7	15.4	15.2	14.7	15.5	16.6	16.8	16.0	16.3
Conecuh	6,970	7,210	6,960	7,060	7,290	7,160	7,170	7,060	7,680	7,420	7,350	7,650	7,280	7,290	7,580
	12.7	11.8	11.8	10.8	10.1	10.9	11.5	9.6	14.7	10.5	10.6	15.3	11.2	10.3	13.9
Coosa	5,500	5,600	5,470	5,550	5,590	5,570	5,540	5,620	5,770	5,710	5,700	5,690	5,830	5,670	5,820
	10.3	8.0	7.5	7.6	6.9	8.4	8.1	8.6	9.1	7.2	8.0	8.4	10.4	9.4	8.7
Covington	16,350	16,370	16,370	16,390	16,490	16,470	16,390	16,470	16,250	16,520	16,050	16,360	17,060	16,680	16,440
	12.2	9.9	10.7	9.7	9.0	9.2	10.6	9.4	8.0	8.9	8.6	10.8	15.1	12.6	13.3
Crenshaw	7,210	7,460	7,170	7,490	7,760	7,550	7,390	7,510	7,950	7,840	7,440	7,340	6,990	7,060	7,330
	12.1	11.0	11.3	9.5	10.3	9.8	10.3	9.5	16.0	8.0	9.1	16.7	10.3	10.3	17.0
Cullman	28,590	29,550	28,610	29,540	29,890	29,840	29,670	30,220	30,070	30,600	29,960	29,470	30,020	29,590	29,500
	14.7	11.5	12.4	10.4	9.7	10.3	11.0	12.3	9.6	10.4	12.3	13.9	15.3	13.3	11.1
Dale	22,200	22,740	22,560	22,880	23,040	23,070	22,850	22,690	22,960	23,210	22,920	22,640	22,630	22,810	23,630
	9.5	7.7	8.5	7.8	7.5	7.7	8.7	7.2	7.2	7.4	7.2	6.9	6.8	7.1	10.7
Dallas	23,290	23,130	22,440	22,970	23,110	23,490	23,430	23,660	23,510	23,690	23,250	23,140	23,160	23,160	23,050
	17.6	15.7	14.8	15.1	14.3	15.4	16.3	16.9	16.0	16.5	16.0	15.8	15.4	15.2	14.2
DeKalb	29,870	30,830	29,680	30,760	31,290	31,700	32,030	31,660	31,050	31,430	30,940	30,670	30,670	30,530	30,660
	13.8	10.8	11.1	10.2	9.9	10.5	10.9	9.5	9.7	10.2	10.8	12.4	12.6	12.3	12.0
Elmore	20,620	20,770	20,460	20,770	21,020	21,130	20,890	20,900	20,940	21,020	20,910	20,810	20,960	21,170	21,270
	12.2	7.7	8.1	7.6	7.7	7.9	7.8	7.3	7.5	7.0	7.4	7.4	7.7	8.2	8.0
Escambia	17,440	18,110	17,500	17,980	18,220	18,470	18,270	18,140	18,610	18,100	18,270	18,360	18,070	17,910	17,990
	12.5	12.1	10.9	10.6	11.1	10.6	10.8	10.1	16.9	10.3	11.8	17.0	11.0	9.5	15.1
Etowah	42,290	42,610	41,930	42,410	42,270	42,710	43,080	43,190	43,200	43,020	42,890	42,870	42,270	42,210	41,870
	17.4	13.4	13.5	13.0	11.9	12.1	13.7	13.3	13.4	13.5	13.9	14.7	14.3	14.0	13.0
Fayette	10,100	10,440	10,340	10,460	10,550	10,460	10,390	10,570	10,580	10,570	10,610	10,440	10,510	10,500	10,620
	11.7	9.5	9.1	8.6	8.2	8.7	9.8	10.1	8.9	10.3	10.5	12.2	14.6	13.7	17.4
Franklin	14,110	14,830	14,990	14,950	15,090	15,200	15,340	14,930	14,520	14,610	14,550	14,560	14,420	14,580	14,280
	18.2	18.6	20.9	17.5	17.1	15.6	20.8	17.3	16.2	15.7	17.9	18.9	20.5	20.2	15.3
Geneva	11,360	11,740	11,270	11,620	11,940	12,220	12,060	11,740	11,920	12,390	11,900	11,560	11,820	11,660	12,260
	10.4	8.2	8.4	8.1	7.6	7.5	9.4	7.2	6.8	8.3	8.3	8.9	10.6	9.2	22.5
Greene	4,650	4,760	4,600	4,730	4,690	4,820	4,800	4,840	4,910	4,880	4,750	4,740	4,660	4,780	4,780
	16.6	17.1	16.5	15.8	14.7	15.3	15.7	15.8	16.3	17.0	17.4	20.8	20.2	21.9	21.6
Hale	5,340	5,480	5,290	5,480	5,530	5,490	5,630	5,480	5,580	5,590	5,490	5,480	5,290	5,320	5,340
	16.5	17.1	16.3	16.0	14.6	16.5	20.6	17.3	16.7	14.8	16.3	18.3	16.9	16.7	15.7
Henry	7,240	7,290	6,920	7,290	7,590	7,400	7,250	7,320	7,580	7,750	7,480	7,250	7,090	7,160	7,390
	11.2	9.4	8.0	8.1	8.3	9.0	10.4	9.7	9.6	9.0	10.3	10.2	13.4	13.2	14.3
Houston	35,860	36,540	35,890	36,480	37,040	37,110	36,930	36,460	36,860	37,340	37,050	36,620	36,730	36,900	36,940
	11.3	9.0	8.9	8.4	8.9	9.1	10.5	8.5	8.5	8.8	9.1	8.8	9.1	9.1	9.5
Jackson	20,660	19,790	19,630	20,060	19,920	19,700	20,260	19,550	19,420	19,710	19,840	19,840	19,240	19,350	19,520
	22.1	16.8	17.8	15.5	14.3	15.5	21.3	15.4	14.0	14.1	14.7	19.3	14.8	15.2	15.1
Jefferson	302,570	303,510	301,260	304,620	305,490	309,490	308,440	305,990	304,420	305,220	300,770	301,180	300,140	301,670	301,150
	13.1	9.8	10.5	10.0	9.7	10.1	10.1	9.8	9.5	9.5	9.8	9.8	8.6	8.6	7.8
Lamar	8,860	9,340	9,170	9,320	9,410	9,550	9,490	9,320	9,410	9,480	9,530	9,460	9,520	9,620	9,800
	9.7	7.3	6.8	6.5	7.1	8.5	8.8	7.4	7.0	6.5	7.2	7.1	8.0	8.7	8.6
Lauderdale	35,050	35,600	36,360	35,530	35,540	36,270	36,170	36,140	35,930	35,880	35,660	35,060	35,300	34,980	34,750
	16.6	14.8	16.0	14.6	13.9	14.4	15.5	14.4	13.9	14.2	14.0	13.8	15.1	13.8	12.5
Lawrence	14,340	13,450	13,390	13,670	13,810	13,600	13,510	13,400	13,390	13,470	13,330	13,010	13,230	13,220	13,030
	18.8	15.1	17.7	15.8	15.6	14.6	15.2	13.7	13.5	13.0	14.8	14.5	15.3	15.3	12.1
Lee	36,670	38,470	37,590	38,470	39,050	39,530	38,290	38,310	37,820	38,820	39,080	38,850	39,030	39,190	39,130
	9.4	6.5	5.8	6.2	6.1	7.6	7.4	7.3	6.9	6.8	6.1	5.2	6.5	6.4	6.4
Limestone	19,310	20,230	19,540	20,140	20,400	20,170	20,060	20,130	20,650	21,100	20,830	20,740	20,810	21,160	21,340
	14.1	10.8	11.7	11.1	10.3	10.7	11.4	11.0	10.0	9.6	9.2	10.4	10.8	11.4	9.5
Lowndes	5,190	5,090	4,970	5,070	5,150	5,160	5,110	5,150	5,180	5,150	5,190	5,070	4,890	4,920	4,950
	17.9	18.3	16.8	20.1	18.1	19.3	20.4	19.9	18.9	17.1	16.4	16.7	16.9	17.5	16.4
Macon	7,950	8,150	7,810	7,960	8,040	8,390	8,360	8,310	8,070	8,540	8,300	8,210	8,220	8,340	8,380
	13.6	11.1	9.7	10.0	9.6	13.9	13.8	13.6	11.6	10.6	9.5	9.4	10.3	10.2	9.3
Madison	109,150	111,780	114,780	115,640	117,260	119,290	118,900	119,890	119,640	121,170	120,430	120,830	122,550	121,450	121,250
	8.5	7.1	8.0	7.1	6.8	7.2	7.3	6.6	6.3	6.8	6.3	6.7	7.9	6.6	6.0
Marengo	9,800	9,720	9,470	9,470	9,670	9,800	10,000	9,760	10,250	9,960	9,720	9,930	9,530	9,520	9,830
	15.1	14.2	13.5	12.2	12.0	13.3	15.7	12.3	20.0	13.9	12.3	18.8	13.3	14.4	19.1
Marion	13,700	13,580	13,340	13,520	13,630	13,770	13,810	13,580	13,530	13,710	13,620	13,750	14,000	13,610	13,440
	19.4	14.9	15.3	13.5	12.0	11.5	13.4	14.7	14.0	15.4	16.5	19.6	21.6	17.9	17.2
Marshall	31,080	33,050	32,630	33,010	33,400	33,460	33,720	33,060	33,120	33,390	32,900	33,560	33,140	32,930	32,690
	14.4	12.6	12.6	11.5	10.7	11.5	16.1	11.3	10.8	10.7	10.8	17.9	14.3	12.3	10.9
Mobile	162,590	164,730	161,840	164,630	165,770	168,260	167,720	167,210	164,480	166,680	165,400	164,950	164,810	164,440	164,180
	15.9	12.6	13.5	12.7	12.7	12.7	12.6	12.7	11.8	11.9	11.6	11.6	11.7	11.0	10.4

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1984										1985		
	1983	1984	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
LABOR FORCE AND EMPLOYMENT—CONT															
County data *(civilian labor force and unemployment rate)* —continued															
Monroe	10,670	11,140	10,760	10,940	10,830	11,010	10,900	10,950	12,520	11,050	11,170	11,940	10,790	10,730	11,160
	12.6	16.2	12.4	12.1	10.2	12.7	12.5	11.9	32.7	13.2	14.4	31.2	13.9	12.8	29.3
Montgomery	92,990	96,610	94,780	96,410	97,250	98,700	97,650	97,560	97,900	98,200	97,130	96,920	97,010	96,860	97,080
	10.5	8.8	8.8	8.5	8.3	9.4	9.3	8.7	8.2	8.4	8.3	8.6	8.3	7.7	7.3
Morgan	37,910	38,870	38,240	39,280	39,640	40,140	39,680	39,200	39,070	38,880	38,390	38,300	38,560	38,550	38,350
	14.5	11.5	12.5	11.6	11.2	11.7	11.9	11.0	11.2	10.9	10.8	10.6	11.7	11.1	9.4
Perry	5,850	5,820	5,500	5,680	5,770	5,920	5,890	5,970	5,990	6,030	6,130	6,010	5,900	5,780	5,830
	14.8	13.3	11.5	10.4	10.0	10.9	12.1	11.8	10.8	10.0	16.4	21.2	18.8	11.9	11.7
Pickens	7,510	7,080	6,980	7,040	7,200	7,270	7,170	7,140	7,030	7,070	7,000	6,900	6,960	7,110	7,000
	18.0	15.9	15.4	15.3	17.3	16.2	16.3	15.9	13.8	13.8	16.7	16.8	17.0	16.4	15.8
Pike	13,680	13,560	13,470	13,550	13,690	13,670	13,440	13,680	13,470	14,570	13,800	13,080	13,770	13,820	14,000
	13.7	10.1	11.6	9.5	9.0	10.1	10.4	10.2	10.3	8.7	8.7	10.7	8.7	8.2	8.6
Randolph	9,060	8,790	8,590	8,610	8,740	8,780	9,160	8,770	8,720	8,930	8,790	8,590	8,660	8,830	8,670
	17.9	14.9	15.3	13.2	13.3	14.4	22.2	17.0	15.7	14.1	12.0	10.7	11.6	18.1	10.7
Russell	18,120	19,290	18,540	18,830	19,090	20,460	19,650	19,310	19,040	19,190	20,070	19,480	19,950	19,160	19,220
	13.7	12.9	11.2	11.3	11.8	17.1	13.4	10.9	10.8	11.1	14.7	12.3	14.7	12.4	12.1
St. Clair	19,240	19,400	18,930	19,290	19,260	19,490	19,350	19,370	19,750	19,460	19,670	19,910	20,100	20,030	19,750
	14.2	11.5	10.7	10.8	10.1	10.4	10.1	10.6	12.4	10.9	12.5	13.4	14.3	13.6	11.7
Shelby	31,300	31,910	31,150	31,780	32,170	32,780	32,640	32,170	31,760	31,990	31,940	31,650	31,640	31,830	32,100
	12.1	10.3	9.5	9.7	10.3	11.2	11.2	10.3	9.3	9.7	10.2	9.2	9.3	9.4	9.5
Sumter	6,920	7,250	7,180	7,560	7,360	7,470	7,220	7,070	7,270	7,470	7,180	7,220	7,160	7,080	7,020
	14.3	11.5	11.0	12.3	9.9	12.8	13.3	12.7	10.7	10.1	11.5	13.5	13.5	12.7	14.0
Talladega	31,560	31,150	30,690	31,050	31,150	31,970	31,250	31,530	32,230	30,750	31,360	31,140	31,230	31,500	31,070
	17.2	15.8	14.5	14.7	14.3	16.1	15.5	16.7	20.8	14.3	16.9	16.9	18.3	18.8	16.6
Tallapoosa	16,600	17,300	17,070	17,350	17,370	17,850	17,780	17,810	17,290	17,290	17,160	17,010	17,120	17,050	17,080
	12.3	9.4	9.4	8.7	8.4	9.6	10.0	10.4	9.1	9.2	9.4	9.6	11.4	10.6	11.9
Tuscaloosa	56,310	58,150	57,710	58,580	59,210	58,230	57,550	58,040	58,450	58,940	58,770	58,670	57,840	59,050	58,900
	12.4	9.6	10.1	9.1	10.0	10.0	9.8	9.8	8.7	9.1	9.0	9.1	9.1	9.1	8.7
Walker	32,400	32,560	32,630	32,170	32,380	32,440	32,410	32,240	32,110	32,340	33,040	33,830	33,630	33,390	33,340
	16.3	13.3	14.8	12.1	12.2	11.6	11.8	11.8	11.5	12.0	14.4	16.3	15.9	14.9	14.1
Washington	6,330	6,490	6,510	6,450	6,680	6,460	6,620	6,410	6,730	6,670	6,450	6,380	6,280	6,160	6,270
	20.0	18.1	16.6	15.6	18.7	17.6	21.5	18.2	20.8	18.8	16.9	19.4	17.8	15.9	17.0
Wilcox	5,870	5,480	5,260	5,420	5,580	5,800	5,680	5,620	5,530	5,540	5,370	5,190	5,070	5,470	5,210
	20.2	15.3	15.9	15.3	15.7	15.9	16.7	15.3	14.7	14.2	13.5	13.3	12.4	22.0	14.7
Winston	9,030	9,260	9,160	9,200	9,410	9,290	9,080	9,060	9,060	9,460	9,370	9,530	9,420	9,340	9,040
	18.7	19.6	19.0	17.5	18.6	16.5	17.4	17.5	17.1	20.5	21.1	24.4	25.6	23.4	19.3
TRADE															
Foreign, through Port of Mobile															
Imports															
Value *($1,000)*	643,182	726,362	53,684	72,261	83,186	44,217	90,034	54,364	66,859	64,093	41,830	62,625	64,445	72,680	
Shipping weight *(1,000,000 lbs.)*	6,288	9,484	232	718	905	769	988	1,019	1,032	971	477	1,282	1,044	1,029	
Exports															
Value *($1,000)*	788,611	622,949	46,631	32,516	60,111	47,488	31,808	44,217	42,139	62,763	80,528	65,538	59,759	38,630	
Shipping weight *(1,000,000 lbs.)*	9,496	21,911	1,667	2,096	1,930	1,915	1,292	2,293	1,719	2,353	1,892	1,739	2,201	2,398	
Shipments by water, Port of Mobile *(1,000 tons)*	34,916	38,790	3,015	3,110	3,266	3,413	3,307	3,549	3,362	3,445	3,524	3,262	3,151	3,083	3,028
Domestic															
Electric energy consumption, non-industrial purposes *(1,000,000 kwh)*	23,017	24,285	1,793	1,604	1,607	1,968	2,445	2,384	2,339	1,861	1,785	1,911	2,108	2,400	1,733
Gasoline sales[1] *(1,000 gallons)*	1,861,406	1,905,267	162,105	162,606	162,470	161,968	163,798	168,845	150,779	163,960	157,127	158,793	156,773	133,925	
New passenger car registrations *(number)*	122,393	141,896	11,051	11,616	13,890	12,648	12,606	12,579	10,981	11,452	11,547	11,757	10,748	10,403	13,107
Taxable retail sales by kind of business, state totals *($1,000,000)*															
Food		3,648	305	305	301	303	311	309	310	304	303	328	308	290	308
General stores with food and gas		174	14	15	15	16	15	15	15	15	15	15	13	12	14
General merchandise		2,382	176	191	191	196	176	190	181	185	238	356	161	150	194
Apparel		568	46	52	45	47	41	48	45	46	52	76	38	34	50
Furniture, furnishings, etc.		544	44	43	44	45	41	46	43	46	49	56	43	38	46
Automotive		3,085	275	259	281	288	269	281	243	258	245	241	231	241	285
Gasoline service stations		296	25	25	26	26	26	26	24	26	23	25	24	22	24
Lumber and building materials		690	73	77	81	82	79	80	79	81	76	66	55	54	75
Hardware and farm implements		426	37	39	40	40	38	38	37	37	35	31	29	28	38
Eating places		1,291	112	103	104	106	112	117	110	109	107	119	99	95	112
Drug stores		264	21	21	24	25	19	21	20	20	22	29	26	22	20
All other retail		2,162	173	175	176	181	169	185	179	181	190	244	175	155	174
Total sales by retail concerns		15,730	1,303	1,304	1,329	1,355	1,301	1,356	1,288	1,308	1,354	1,585	1,204	1,142	1,341
Nonretail and unclassified concerns		2,518	213	214	228	228	219	228	230	226	214	240	179	171	201
Total all sales at retail		18,348	1,516	1,518	1,558	1,582	1,520	1,585	1,517	1,534	1,568	1,825	1,383	1,314	1,542
Taxable retail sales, Metropolitan Statistical Areas and counties *($1,000)*															
MSAs															
Anniston		507,734	42,586	42,273	43,099	43,687	41,934	42,706	41,646	43,339	43,894	49,968	37,330	35,782	42,610
Birmingham		5,032,969	421,290	417,135	429,834	434,016	415,989	441,452	424,772	419,320	424,735	490,015	383,936	358,317	430,537
Dothan		643,336	53,484	52,862	56,611	57,229	53,804	54,947	50,937	54,544	54,307	63,730	47,872	47,002	52,303
Florence		612,710	50,268	51,028	51,571	50,275	51,046	52,215	49,322	51,858	52,817	64,610	43,744	50,785	51,457
Gadsden		469,430	37,607	38,366	38,961	39,557	41,831	41,119	37,104	38,485	37,081	44,454	33,127	31,041	39,525
Huntsville		1,049,450	85,508	85,699	88,103	89,286	86,598	89,902	84,843	87,092	92,264	108,784	78,689	76,700	87,181
Mobile		2,102,789	173,142	177,432	179,624	185,901	179,455	184,141	170,664	173,630	175,052	202,880	157,118	148,762	171,847
Montgomery		1,429,561	116,574	117,041	122,705	124,747	119,646	122,069	117,377	116,428	124,747	145,986	107,733	105,366	122,585
Tuscaloosa		631,251	51,856	50,684	52,063	53,322	51,062	55,374	53,489	53,170	53,078	64,747	47,020	46,947	53,695
Counties															
Autauga		96,624	7,963	8,238	8,135	8,431	8,420	8,216	8,064	7,953	8,238	9,231	7,445	7,659	8,607
Baldwin		841,553	69,073	70,689	70,045	70,896	71,162	71,427	68,072	68,104	67,811	80,462	64,637	64,223	67,911
Barbour		71,552	5,878	5,893	6,202	6,334	6,188	6,656	5,584	6,080	6,162	6,840	5,376	5,185	5,693
Bibb		41,386	3,282	3,314	3,674	3,713	3,266	3,621	3,269	3,500	3,782	4,200	2,991	3,045	3,449
Blount		89,030	6,974	7,154	7,750	7,927	7,471	8,243	7,349	7,952	7,452	8,573	6,998	6,762	7,404
Bullock		25,650	2,143	2,123	1,977	3,001	2,014	2,106	2,178	1,851	2,119	2,889	2,136	2,074	1,896
Butler		65,544	5,453	5,554	5,364	5,473	5,667	5,679	5,723	5,142	5,510	5,853	5,065	4,583	5,346
Calhoun		507,734	42,586	42,273	43,099	43,687	41,934	42,706	41,646	43,339	43,894	49,968	37,330	35,782	42,610
Chambers		107,006	9,214	9,079	9,382	8,917	8,913	8,922	8,447	9,082	9,187	9,895	8,227	7,508	8,936
Cherokee		47,879	3,913	4,126	4,340	4,432	3,861	4,172	3,756	4,012	3,789	4,396	3,736	3,408	4,056
Chilton		99,779	8,129	8,267	8,494	8,534	8,029	8,610	8,074	8,747	8,799	10,145	7,483	7,278	8,923
Choctaw		36,598	3,203	3,039	2,922	3,007	3,098	3,197	2,823	2,916	3,086	3,556	3,083	2,591	3,212
Clarke		98,624	8,282	8,615	7,937	8,061	7,671	8,821	8,257	9,669	8,799	10,051	7,859	7,731	8,516
Clay		26,379	2,294	2,220	2,239	2,285	2,159	2,262	2,191	2,131	2,231	2,556	1,997	1,923	2,023
Cleburne		22,175	1,937	1,951	1,986	2,000	2,093	1,897	1,756	1,868	1,710	1,680	1,579	1,370	1,829
Coffee		185,533	16,957	16,213	16,490	16,275	14,951	15,276	14,579	14,017	14,961	17,750	13,709	13,644	14,761

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1984										1985		
	1983	1984	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
TRADE—CONTINUED															
Taxable retail sales, MSAs and counties—continued															
Counties—continued															
Colbert		249,806	20,910	21,051	21,733	22,031	21,515	21,620	20,081	20,916	20,459	23,798	17,374	17,126	20,892
Conecuh		37,485	3,441	3,132	3,069	3,034	2,968	2,862	4,323	2,822	2,973	3,653	2,741	2,677	3,132
Coosa		8,925	723	717	700	671	760	826	813	842	828	898	784	758	762
Covington		136,931	12,109	11,958	11,618	11,836	11,258	12,007	11,061	11,336	10,909	13,071	9,777	9,703	10,958
Crenshaw		30,675	2,509	2,540	2,532	2,581	2,452	2,338	2,176	2,661	3,069	3,138	2,526	2,490	2,943
Cullman		237,544	19,756	20,050	20,196	20,945	20,006	19,894	19,142	21,049	20,353	23,470	16,783	16,035	20,427
Dale		104,890	8,766	8,492	8,857	8,984	8,944	8,834	8,908	8,759	9,020	10,672	7,815	7,847	9,126
Dallas		198,947	16,686	16,519	17,220	17,386	16,274	16,458	16,181	17,110	17,209	19,597	15,336	14,092	16,488
DeKalb		180,360	13,828	14,711	15,557	15,868	14,959	15,492	14,942	15,251	15,818	17,560	12,324	11,423	14,925
Elmore		101,960	8,428	8,221	8,865	9,047	8,624	9,008	8,778	8,138	8,345	9,791	7,826	7,772	8,765
Escambia		141,746	12,089	12,450	11,746	11,940	11,353	11,532	11,278	12,262	11,878	14,706	10,541	10,356	12,169
Etowah		459,430	37,607	38,366	38,951	39,527	41,831	41,119	37,104	38,485	37,081	44,454	33,127	31,041	37,425
Fayette		64,907	5,816	5,400	5,680	5,755	4,967	5,280	5,730	5,116	5,079	6,384	4,369	4,569	4,770
Franklin		99,511	8,516	8,430	8,434	8,631	8,147	8,527	8,174	8,022	8,784	9,785	7,805	7,125	12,842
Geneva		144,804	11,995	12,075	12,455	12,504	11,657	11,908	11,847	11,669	12,633	13,662	11,414	11,219	11,935
Greene		18,306	1,564	1,492	1,614	1,639	2,062	1,611	1,388	1,509	1,397	1,479	1,219	1,063	1,312
Hale		31,288	2,767	2,573	2,805	2,854	2,528	2,783	2,601	2,522	2,509	2,712	2,493	2,180	2,634
Henry		35,723	3,030	3,011	2,956	3,011	2,953	2,999	3,276	2,790	3,225	3,684	3,308	2,846	2,892
Houston		538,446	44,718	44,370	47,154	48,245	44,860	46,113	42,029	45,785	45,287	53,058	40,057	39,154	43,254
Jackson		136,545	10,927	10,919	11,322	11,636	11,259	12,662	11,330	12,092	12,165	13,515	10,123	9,461	12,090
Jefferson		4,278,460	360,080	355,203	363,019	366,642	351,933	374,457	362,203	355,303	361,011	420,268	323,882	313,019	364,332
Lamar		37,896	3,797	3,127	3,428	3,470	3,128	3,078	2,963	2,951	3,152	3,268	2,787	2,428	3,177
Lauderdale		362,904	29,358	29,977	29,838	30,244	29,531	30,595	29,241	30,942	32,358	40,812	26,370	23,659	30,565
Lawrence		51,735	4,135	4,216	4,585	4,677	4,108	4,442	4,234	4,404	4,548	5,264	3,828	3,732	4,382
Lee		346,609	28,202	28,452	29,222	29,605	28,061	29,073	29,673	29,364	30,575	34,909	25,182	24,477	27,539
Limestone		161,445	13,548	13,573	14,093	14,358	13,124	13,888	13,414	13,102	13,953	15,806	12,150	12,145	14,487
Lowndes		16,832	1,339	1,380	1,462	1,480	1,336	1,366	1,372	1,431	1,403	1,768	1,420	1,553	1,699
Macon		45,077	3,481	3,654	3,760	3,838	3,770	4,291	3,999	3,659	3,633	3,962	3,635	2,893	3,145
Madison		1,049,450	85,508	85,699	88,103	89,286	86,598	89,902	84,843	87,092	91,264	108,784	78,689	75,700	87,181
Marengo		69,314	5,668	5,439	5,510	5,634	5,465	5,847	5,488	5,903	6,440	7,205	5,806	5,298	5,858
Marion		95,298	8,213	7,474	7,926	8,139	7,811	7,993	7,848	7,633	8,331	10,053	7,627	6,585	8,197
Marshall		339,397	27,935	29,112	29,288	29,820	28,261	29,634	28,249	28,412	29,520	33,443	25,078	24,527	30,025
Mobile		1,760,236	145,069	148,743	149,579	155,005	148,293	152,714	142,592	145,526	147,241	172,418	137,475	124,539	143,936
Monroe		102,758	8,373	7,767	7,711	7,937	7,721	9,954	9,190	8,969	11,484	10,927	6,095	5,986	7,731
Montgomery		1,230,977	100,179	100,582	105,705	107,269	102,602	104,845	100,535	100,337	108,164	126,964	92,684	89,735	105,213
Morgan		452,841	36,643	37,603	38,520	39,123	36,426	38,736	38,007	38,345	40,518	47,146	32,675	31,528	39,050
Perry		25,163	2,145	2,028	2,148	2,171	2,096	2,313	2,378	2,165	1,998	2,163	1,753	1,707	1,995
Pickens		41,300	3,487	3,625	3,638	3,693	3,451	3,567	3,319	3,588	3,298	3,745	2,789	353	3,434
Pike		90,675	7,674	7,349	7,577	7,501	7,151	7,894	7,632	8,018	7,760	8,978	7,616	6,477	8,800
Randolph		57,890	4,900	4,443	4,788	4,861	4,674	4,447	4,674	4,793	5,187	6,341	5,497	4,523	5,112
Russell		121,333	10,008	9,962	10,327	10,404	10,384	10,772	10,004	10,337	10,108	11,853	9,042	8,609	9,826
St. Clair		120,984	10,380	9,984	10,753	10,936	10,100	10,278	10,194	10,527	9,515	10,818	9,009	9,240	11,290
Shelby		253,320	21,009	20,805	22,707	22,932	21,957	23,310	20,977	21,059	20,984	21,846	21,070	17,788	22,262
Sumter		30,972	2,867	2,563	2,410	2,508	2,530	2,556	2,432	2,604	2,890	3,107	2,477	2,247	2,437
Talladega		240,041	19,187	20,366	22,808	21,292	20,634	19,734	18,616	19,184	20,089	23,666	18,114	17,236	19,693
Tallapoosa		127,232	10,653	11,075	11,406	11,589	10,720	10,378	9,840	10,119	10,536	11,804	9,511	8,683	10,375
Tuscaloosa		631,281	51,856	50,684	52,063	53,322	51,062	55,374	53,489	53,170	53,078	64,747	47,020	46,947	53,695
Walker		291,175	22,847	23,988	25,405	25,581	24,528	25,164	24,049	24,479	25,773	28,510	23,077	21,468	25,249
Washington		21,489	1,720	1,825	1,931	1,971	1,695	2,022	1,791	1,898	1,630	1,781	1,488	1,562	1,624
Wilcox		27,983	2,419	2,249	2,406	2,488	2,356	2,313	2,227	2,290	2,189	2,589	2,115	2,033	2,149
Winston		71,235	6,015	6,159	6,434	6,439	5,736	6,070	5,984	5,647	5,922	6,669	5,518	5,098	6,603
Statewide		973,036	74,534	77,105	75,460	77,971	76,374	82,128	83,065	86,053	86,041	106,940	79,584	64,890	79,271
BUILDING PERMITS															
Alabama															
Building permits ($1,000)															
Reported value	1,079,085	1,258,032	99,328	193,079	97,366	115,116	89,776	147,317	80,497	84,514	95,153	105,139	60,081	65,250	123,177
Residential	449,881	438,383	39,447	46,811	38,102	43,568	36,909	42,589	33,332	36,966	36,682	20,874	25,969	28,712	45,287
Nonresidential	366,127	586,743	32,351	130,709	42,724	53,582	44,597	79,263	27,171	29,249	36,821	66,040	21,592	28,887	60,384
In selected cities															
Anniston															
Building permits ($1,000)															
Reported value	8,848	8,869	790	788	915	842	630	749	694	737	669	613	658	627	826
Residential	3,593	3,530	317	317	408	324	322	317	248	256	255	263	258	272	384
Nonresidential	932	1,213	126	113	117	139	104	92	90	95	93	76	111	73	96
Birmingham															
Building permits ($1,000)															
Reported value	213,343	104,141	8,945	7,613	5,562	8,258	8,169	14,214	10,005	5,797	12,365	13,105	5,535	11,188	14,508
Residential	31,921	15,596	2,100	2,551	614	1,299	753	1,285	1,271	1,076	963	802	773	1,241	1,301
Nonresidential	108,370	25,706	1,071	90	769	2,963	2,369	1,967	3,606	4,675	1,568	5,114	2,057	2,717	8,497
Decatur															
Building permits ($1,000)															
Reported value	14,096	18,028	1,075	1,106	1,520	1,342	1,909	2,170	1,767	1,920	1,720	1,476	1,444	1,133	1,939
Residential	7,340	11,396	739	739	1,096	925	1,080	1,357	1,053	1,142	1,052	897	814	570	1,138
Nonresidential	2,156	2,744	115	139	172	171	356	425	316	347	294	249	283	226	398
Dothan															
Building permits ($1,000)															
Reported value	18,943	17,520	1,568	1,353	1,326	1,614	901	1,599	1,344	1,857	2,461	1,458	967	886	830
Residential	7,760	6,718	685	448	759	782	226	370	670	1,405	203	324	432	399	
Nonresidential	6,339	5,478	452	518	238	257	120	641	666	880	680	483	58	118	46
Gadsden															
Building permits ($1,000)															
Reported value	13,596	9,310	214	565	1,351	865	166	260	886	2,546	1,057	215	323	288	964
Residential	2,006	2,129	92	347	976	219	26	74	46	55	128		56	103	462
Nonresidential	3,912	5,828	102	163	122	493	101	143	813	2,331	894	188	40	141	474
Huntsville															
Building permits ($1,000)															
Reported value	122,759	147,927	12,836	8,111	13,997	13,853	14,007	14,163	6,626	8,187	13,808	19,407	6,178	6,268	24,799
Residential	51,350	55,964	4,874	4,843	3,753	6,932	3,331	6,078	2,825	2,982	8,817	1,593	2,863	1,440	3,194
Nonresidential	45,128	73,370	7,169	2,413	8,366	5,970	9,394	6,045	3,339	3,835	3,266	15,945	2,668	2,755	18,064
Mobile															
Building permits ($1,000)															
Reported value	109,508	254,605	17,080	116,254	6,250	36,928	6,707	4,020	6,484	10,322	10,320	31,156	7,730	4,770	6,893
Residential	38,261	26,514	1,424	2,639	2,009	6,935	3,208	1,071	1,201	2,636	1,673	1,065	1,478	1,738	1,234
Nonresidential	49,663	197,690	4,160	112,221	3,331	28,665	2,127	1,153	3,886	2,288	7,264	28,588	5,120	2,165	4,458

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1984										1985		
	1983	1984	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
BUILDING ACTIVITY —CONTINUED															
Montgomery															
Building permits ($1,000)															
Reported value	76,984	94,862	6,477	330	6,994	7,007	8,192	8,070	7,254	8,188	11,037	6,049	6,554	6,027	8,624
Residential	32,619	35,697	2,462	2,509	2,493	2,528	3,504	3,361	2,991	3,262	5,463	2,557	2,140	3,036	3,836
Nonresidential	28,264	46,198	2,727	2,496	3,043	3,059	3,719	3,896	3,407	4,000	5,193	2,843	3,750	2,321	3,960
Quad-Cities[1]															
Building permits ($1,000)															
Reported value	12,978	39,267	4,666	2,443	4,910	1,260	2,227	1,799	2,246	1,917	800	12,947	691	532	1,416
Residential	6,391	7,172	1,298	700	792	322	633	721	533	430	381	126	351	177	704
Nonresidential	3,506	23,675	3,031	1,079	3,887	614	1,265	160	196	323	178	12,150	48	51	379
Selma															
Building permits ($1,000)															
Reported value	4,197	7,002	219	1,019	356	158	994	184	819	593	309	312	36	109	184
Residential	357	643	24	87	82	117	148	75		76	35		36	109	184
Nonresidential	38	1,908	36	717	35		7		617	4	188	167			
Tuscaloosa															
Building permits ($1,000)															
Reported value	30,159	34,459	3,328	1,804	4,323	4,183	1,719	2,805	2,463	2,228	3,713	3,739	1,420	7,960	3,678
Residential	14,849	15,717	2,097	988	2,153	1,284	737	1,634	1,356	785	1,268	1,218	693	4,328	2,792
Nonresidential	6,227	10,707	573	277	1,529	1,901	615	360	552	1,145	664	2,029	100	2,933	493

NOTE: Throughout this table, details do not necessarily add to totals due to rounding.
[1] Individual months may not add to annual totals due to late revisions in annual data.
[2] These data may not be reused in any manner without the express permission of F. W. Dodge Div., McGraw-Hill Information Co.
[3] End-of-month balance.
[4] Beginning January 1978, the Consumer Price Index consists of "All Urban Consumers." Prior to that date it included only "Urban Wage Earners and Clerical Workers." Historical data will not be available due to the change in coverage. No "Energy" data are available prior to 1978, and "Housing" data prior to January 1978 are not comparable to the new "Housing" series due to a change in definition.
[5] These data were previously presented as the "Wholesale Price Index." The new title more accurately reflects the coverage of the data.
[6] Civilian labor force, unemployment, and total employment are adjusted by place of residence, and total nonagricultural employment and its components are by place of work. All monthly data are adjusted to a March benchmark of the previous year.
[7] Includes both inbound and outbound shipments by water moving through private facilities as well as through the Alabama State Docks; excludes tonnage for military installations.
[8] Gross gallons of gasoline as reported by wholesale distributors.
[9] These data may not be reused in any manner without the express permission of R. L. Polk and Company.
[10] Retail sales data represent sales at retail **which are subject to sales tax** as reported to the Alabama Department of Revenue under the definition of the Alabama Sales Tax Law. Total sales figures include taxable sales at retail by wholesalers and other nonretail firms as well as retail concerns. Sales at retail, thus defined should not be confused with all sales (including nonretail sales) by retail concerns as reported in the *Census of Retail Trade*. **Monthly sales figures are preliminary and subject to revision on a continuing basis. Sales figure for the two latest months are normally low because they do not yet include data from late reporters. Retail sales historical data prior to 1984 are not available for the new series. The "Statewide" category in the "County" section provides sales figures which are not attributable to individual counties; it does not represent a state total.**
[11] Represents permits issued by selected permit-issuing places. Private construction only. May be partially estimated by the Bureau of the Census. "Reported value" includes additions and alterations and is not a sum of residential and nonresidential.
[12] Quad-Cities and consists of Florence, Muscle Shoals, Sheffield, and Tuscumbia.

Anniston CBD Leads State in Retail Sales

Anniston's central business district had the highest percentage of total metropolitan area retail sales in 1982 among the eight such downtown areas in Alabama, according to a report on major retail centers by the Census Bureau.

Anniston's central business district accounted for $74 million in retail sales in 1982, 17 percent of the total for the Anniston Metropolitan Statistical Area, according to the report, which was based on the 1982 Census of Retail Trade. In 1977, the year of the previous retail trade census, the city's downtown stores had sales of $74 million, 10 percent of Anniston MSA sales.

Other MSA cities in the report are Florence, Huntsville, Gadsden, Birmingham, Tuscaloosa, Montgomery, and Mobile. Retail sales for other cities as a percent of their MSA totals ranged from 1 percent in Mobile to 16 percent in Gadsden. In volume of sales, the largest retail complex in the state, with sales of $336 million to surpass the $256 million for downtown Birmingham, was the area in Mobile that includes Bel Air and Springdale malls and Springdale Plaza.

To receive a copy of the report, *1982 Census of Retail Trade, Major Retail Centers—Alabama*, RC82-C-1, contact the Data User Services Division, Bureau of the Census, Washington, D.C. 20233.

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Travel in Alabama: The Economic Impact

(Continued from Page 2)

What shares did Alabama's four travel regions contribute? Much interest has been expressed continuously over the previous successive years of Auburn University's travel research in regional or area breakdowns of the state's total annual travel income.

While the need and desire for this information is understandable, in keeping with budgetary considerations the research design used in this study to estimate the state total does not permit meaningful estimates of travel revenues at substate levels. Furthermore, even if the research design did permit such estimates, it should be recognized that the narrower the area for study of such socioeconomic data is defined the weaker the basis for reliable estimates.

However, it appears that using the state's lodging tax collections, which can be aggregated into county groupings of any size, as a general indicator for allocating travel revenues to specifically defined areas within the state may give a more meaningful perspective on the state's travel revenue-generating potential. For this purpose, the Alabama Bureau of Tourism and Travel's breakdown of the state into four travel regions—Highlands, Plantation, Wiregrass, and Gulf—has been adapted with slight modification. The geographical positioning of these four regions is seen in Figure 1.

Using the indicator discussed above, it may be estimated that, broadly, the $3.3 billion traveler expenditures for 1984 by region are as follows:

Highlands	45%
Plantation	23%
Gulf	25%
Wiregrass	7%

The Highlands region includes the preponderance of mountains, lakes, and scenic attractions of North Alabama as well as the industrial complexes of the Tennessee Valley, the City of Birmingham, and some similar areas. Thus the character of activities gives rise to considerable travel activity for a variety of purposes in these twenty-three counties.

The Plantation region, a twenty-seven-county area including Montgomery across the state's midsection, is relatively nonurban as is the ten-county Wiregrass region. In the seven-county Gulf region, the major travel-inducing features are so identified with the Mobile area and the state's Gulf Coast primarily that apparently there is no overstatement in concluding that these points alone give rise to some 25 percent of the state's travel revenues.

What is the impact of travelers' spending upon the state's employment? It may be estimated generally that every dollar spent by travelers in 1984 generated some 20 cents in wage and salary income for the state.[2] Thus the $3.3 billion in total traveler expenditures provided some $660 million in wages and salaries and more than 72,000 jobs in the travel-related service industries.[3] When the employment directly attributable to travel spending is compared with employment in the three largest industries in the state's nonagricultural sector, as indicated below, it is seen that the travel-industry employment far surpasses that of any other single-industry component:

Apparel	54,317
Textiles	39,667
Primary Metals	25,458

In fact, travel-industry employment represented approximately 5.4 percent of the state's total nonagricultural employment in 1984.

The state's travel activity provided support for some 72,000 jobs in 1984, reflecting an increase of 15 percent over 1983, thus lending a remarkable enhancement to the recovery of the state's ailing economy. By comparison, employment in all manufacturing in Alabama was up in 1984 by only 5 percent, and the combined employment of the three industries cited above—apparel, textiles, and primary metals—was up by only 4.3 percent. Thus, the travel sector actually underwent an appreciable improvement in its relative position in the employment picture.

What was the impact of travel spending upon the state's retail sales tax collections? Traveler expenditures accounted for over $125 million, or 18.7 percent, of the more than $665 million in retail sales tax collected by the state in 1984. This still does not include the contribution of travelers' expenditures to state gasoline taxes, which obviously is quite a significant factor, but is not determinable from the expenditure information provided by travelers in the survey.

Given the recognized parameters and the available statistics, these estimates do not appear to overstate the impact of travel activity on the Alabama economy. If anything, the exercise of extraordinary caution may have made these estimates very conservative. Clearly, those concerned with Alabama's growth and economic health cannot afford to overlook the continuing viability of its travel industry sector, despite current and recent adverse conditions, and its yet unrealized potential for development as a productive economic resource.

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1. Davidson, Lawrence S., and William A. Schatter. "A Discussion of Methods Employed in Analyzing the Impact of Short-Term Entertainment Events." *Journal of Travel Research*, Vol. 18, No. 3, Winter 1980, p. 14.
2. U.S. Bureau of the Census. *County Business Patterns, 1982, Alabama*. Washington, D.C.: U.S. Department of Commerce.
3. State of Alabama, State Employment Service. *Alabama Labor Market News*, October 1983–September 1984.

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